

FOR IMMEDIATE RELEASE

August 29, 2008

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Marketing & Communication

GLENDAL SEEKING BUSINESSES TO ENCOURAGE RESIDENTS TO “SHOP GLENDAL!”

GLENDAL, Ariz. -- Did you know that buying a pair of shoes at Arrowhead Town Center or grabbing dinner at your neighborhood restaurant can help fill library shelves with new books, replace the playground equipment at your local park or ensure your streetlights are always on? That’s right...spending in Glendale is not only convenient, it helps make our community a great place to live.

The Glendale Office of Tourism is pleased to debut *Shop Glendale 2008*! This program encourages residents and visitors to choose Glendale as the location to spend their shopping, dining and activity dollars in an effort to bolster the economy. The program also promotes spending in Glendale so that tax dollars used to support city services continue to grow.

Shop Glendale 2008 will debut on October 1, 2008, and the Glendale Office of Tourism invites Glendale businesses to partner with them on this very exciting program. *Shop Glendale 2008* is an ideal opportunity for owners to showcase their business and encourage consumers to enter their doors.

Important facts about the program:

- Campaign debuts to customers on October 1, 2008 and ends on December 31, 2008
- Participation Fee: \$25 per business plus a \$25 gift certificate or applicable merchandise
- A comprehensive media and public relations campaign will be facilitated by the city of Glendale Marketing/Communications Department
- As incentive for consumers, shoppers will be given unique discounts

valid on Thursdays and an opportunity to win prizes



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City of Glendale
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Glendale, AZ 85301
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www.glendaleaz.com

Business partner benefits include:

- *Shop Glendale* discount card (with discounts valid only on Thursdays)
- Listing on *Shop Glendale* Web site – www.VisitGlendale.com/shop
- *Shop Glendale* collateral (Posters, Buttons, Brochures)
- Inclusion in comprehensive *Shop Glendale* advertising

Businesses interested in joining this exciting new promotion can sign up and learn about the details at www.visitglendale.com/shop. Deadline for businesses to sign up is Sept. 24, 2008.

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